



**SCOTTSDALE EMSD  
SUMMARY OF MEDIA OPPORTUNITIES**

08/03/2000

<b><u>Local/Valley Event Support</u></b>	<b><u>Media Allocation</u></b>	
Fiesta Bowl/Insight Bowl	\$5,294	
Rock & Roll Marathon	\$11,765	
Barrett-Jackson	\$2,656	
Arabian Horse Show	\$3,500	
PIR NASCAR	\$4,406	
Chicago Cubs Program	\$1,793	
SF Giants Spring Training Ad /banner/tickets package	<u>\$7,647</u>	
<b>Sub-total Events:</b>	<b>\$37,061</b>	<b>\$37,061</b>
<b><u>Visitor Market Outreach</u></b>		
Valley Guide Map*	\$2,093	
Guest Informant Quick Guide*	\$7,000	
City View Video*	<u>\$3,600</u>	
<b>Sub-total -Visitor Market Outreach:</b>	<b>\$12,693</b>	<b>\$12,693</b>
<b><u>Visitor/Resident Outreach</u></b>		
<u>Program for the Arts:</u>		
Phoenix Group*	\$10,590	
Gammage Auditorium -Lion King*	\$11,692	
Cities Finest Magazine*	\$4,266	
CF Display Service*	<u>\$4,258</u>	
<b>Sub-total Visitor/Resident:</b>	<b>\$30,806</b>	<b><u>\$30,806</u></b>
<b>GRAND TOTAL:</b>		<b><u>\$80,561</u></b>

\* Already committed